

General Certificate of Secondary Education

B182CA

Leisure and Tourism

Unit B182: Moving forward in leisure and tourism

Specimen Controlled Assessment Material

Instructions To Teachers

Before the candidate starts work on Tasks 2-4, you should:

- allocate a period of between 8-12 hours (in normal lesson time) in which the candidate will choose a named leisure and tourism facility from a given list and carry out any necessary research;
- make appropriate arrangements for the candidate to access the school library and other available resources such as the Internet if possible. These resources will depend on what is available in the Centre.

You must ensure that if any group research takes place in Task 1, this research is then used by the candidate on an individual basis when responding to Tasks 2-4 in the controlled environment.

The timeframe for completion of Tasks 2-4 is 12-15 hours which can be summarised as follows:

- Task 2 = 3-4 hours;
- Task 3 = 3-4 hours;
- Task 4 = 6-7 hours.

The candidate must be supervised at all times during the completion of Tasks 2-4. At the end of each period of work, the candidate's evidence must be collected in and given out again at the beginning of the next period of work.

You must ensure that the candidate does not introduce any new material into their research which is not accessed during the first 8-12 hours in preparing for Tasks 2-4.

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It is possible for the candidate during the 8-12 hours preparation time to request assistance from you. It is appropriate, for example, for the candidate to ask for technical help in accessing the Internet or using a library catalogue. It would not be appropriate for the candidate to ask for your help in evaluating a particular source or for advice as to whether the conclusions they are drawing are accurate as they work their way through each of the Tasks.

You must ensure that if the candidate is using a word processor to produce their evidence for Tasks 2-4, ICT access is monitored very closely. You must also ensure that if handwritten evidence is submitted, then the work is scanned to ensure e-moderation can take place.

At the end of the time set aside for completion of Tasks 1-4 you must collect in the candidate's evidence and use the marking criteria to internally assess the evidence produced. The work must then be sent to OCR for external moderation as per the guidelines specified in this specification.

Instructions To Candidates

You are allowed access to your **written** research notes from Task 1 when you come to respond to Tasks 2-4 in the controlled environment.

You will complete Tasks 2, 3 and 4 in class, working independently.

On completion of Tasks 1-4 you must have compiled a bibliography.

You must not communicate with other candidates about the content of your work during the completion of Tasks 2-4.

You may use a word processor or you may hand write your responses to each of the Tasks.

Choosing an appropriate context

You will consider how to develop a leisure and tourism facility.

You will need to research one named facility, chosen from a list of contexts. For the purpose of this specimen controlled assessment **two** examples of the types of contexts that will be available include:

- campsite;
- art gallery.

Tasks

Task 1 is to be completed outside of the controlled environment and will not carry any mark tariff.

You must also compile a bibliography. This must be completed during the time set aside for completion of Tasks 1 -4 and must be made available for external moderation.

Task 1 Choosing your facility

- You must choose an appropriate context from the list provided.
- You must decide which facility you are going to investigate for this unit.
- You must carry out research to enable you to complete Tasks 2-4.

Task 2 Set the scene

- You must describe the type of facility, its location and its mission and vision (AO1).
- You must describe how it operates as a business including its business systems and how it ensures the health, safety and security of its customers (AO1).
- You must describe the experiences, products and services it provides and how much customers are charged (AO1).
- You must describe the types of customer it attracts (AO1).
- You must describe how customers find out about this facility (AO1).
- You must explain where in the product life cycle is the facility (AO2).
- You must assess how well it meets its **current** customers' needs (AO3).

Task 3 Into the future

- You must apply your knowledge and understanding of the SWOT model to your chosen facility (AO2).
- You must draw on information from Task 1 and the SWOT model to suggest and explain two new products and/or services to enhance the experience provided by your chosen facility (AO2).
- You must compare your two suggestions, discussing the impact each may have on the facility as a business, the local community and the environment (AO3).
- You must state which of your two suggestions you would recommend the facility develops, justifying the reasons for your decision (AO3).

Task 4 Realise the dream

- You must produce one piece of promotional material for the suggestion you recommended in Task 3 (AO2).
- You must justify your choice of promotional method (AO3).

SPECIMEN

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

LEISURE AND TOURISM

**UNIT B182: MOVING FORWARD IN
LEISURE AND TOURISM**

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is **60**

SPECIMEN

Unit B182 Moving forward in Leisure and Tourism

TASK 2

Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO1	<p>Identification of facility type, location, mission and vision its main business systems and health, safety and security measures, the experience, main products and services together with the prices charged.</p> <p>There is some reference to the main types of customers and how they find out about the facility.</p> <p>1-5 marks</p>	<p>Sound description of facility type, location, mission and vision, its main business systems and health, safety and security measures the experience, products and services together with their pricing structure. There is a description of the types of customers and how they find out about the facility.</p> <p>6-10 marks</p>	<p>Comprehensive, detailed description of facility type, location, mission and vision, its main business systems and health, safety and security measures, the experience, main and ancillary products and services together with their pricing structure.</p> <p>A detailed description of the types of customers, including an identification of the market segments they represent and how they find out about the facility.</p> <p>11-16 marks</p>	16
AO2	<p>A description of the point the facility has reached in the product life cycle – where it is with brief statement.</p> <p>1-2 marks</p>	<p>A detailed explanation of the point the facility has reached in the product life cycle.</p> <p>3-4 marks</p>		4
AO3	<p>An attempt to analyse how well the facility meets the needs of its current customers. Judgements if any are very weak and superficial.</p> <p>1 mark</p>	<p>An sound analysis of how well the facility meets the needs of its current customers with some appropriate judgements made based on research.</p> <p>2-3 marks</p>	<p>Comprehensive analysis and evaluation of how well the facility meets the needs of its current customers. Strong links to research and findings.</p> <p>4-5 marks</p>	5

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASK 3				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2*	<p>There is a basic application of the SWOT model to the facility. Very limited and lacks detail. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>1-4 marks</p>	<p>There is a sound application of the SWOT model to the facility. Some room for improvement in application of technique. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive,</p> <p>5-8 marks</p>	<p>A very detailed application of the SWOT model to the facility. Extremely focused and targeted. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling.</p> <p>9-11 marks</p>	11
AO3	<p>One or two suggestions for a new product and/or service is/are made. There is an attempt to compare the two suggestions. There is a limited attempt to look at the impact each suggestion may have on the facility as a business, the local community and the environment. No real attempt to prioritise which suggestion to take forward.</p> <p>1-2 marks</p>	<p>One or two realistic suggestions are made. A reasoned comparison of the two suggestions is made but there is room for improvement. There is some assessment of the impact each may have on the facility as a business, the local community and the environment. A suggestion is made with some analysis and justification.</p> <p>3-6 marks</p>	<p>Two realistic suggestions provided as to how to enhance the customer experience. A detailed and reasoned comparison of the two suggestions is made. There is an assessment of the impact each may have on the facility as a business, the local community and the environment. Clear judgement backed up by analysis in choosing and justifying which suggestion to take forward.</p> <p>7-10 marks</p>	10

0 marks = no evidence submitted or work submitted does not address assessment objective.

* = This assessment objective includes assessment of quality of written communication.

TASK 4				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2	<p>The piece of promotional material includes the appropriate basic information but is very limited in scope. No indication of how it could enhance customer experience. No real links to research.</p> <p>1-3 marks</p>	<p>The piece of promotional material is sound. It has been given some careful thought and has looked to enhance the customer experience whilst not necessarily having the wow factor. Sound application and links to research.</p> <p>4-6 marks</p>	<p>The piece of promotional material is fit for purpose and is clearly focused on enhancing the customer experience when they visit the facility. High levels of application linked to research.</p> <p>7-9 marks</p>	9
AO3	<p>Limited analysis of the method chosen to promote the suggestion. Judgements are weak and superficial.</p> <p>1 mark</p>	<p>A sound attempt to justify chosen method to promote suggestion. Analysis clear and judgements when made are sound and coherent.</p> <p>2-3 marks</p>	<p>A comprehensive justification of the method chosen to promote the suggestion. Strong evidence of analytical and evaluative skills with judgements often going back to original research.</p> <p>4-5 marks</p>	5

0 marks = no evidence submitted or work submitted does not address assessment objective.